

Singer, Tots Opening



MILES OF FABRIC—Will be found at Singer Sewing Center in Del Amo. Mrs. Martha Mahoney is one of the 25 sales people who

will be there to assist you, the fabric buyer. Store stocks custom fabrics.

—Press Photo

Tots Toggery Means Fashion For Children

Sophisticated fashion for the younger set is the trend set by Tots Toggery, one of the new stores in Del Amo Center.

Owned and managed by Joy and Bill Ross, the store carries clothing for infants, girls and boys.

A special section of the store is the Red Wonderland, which includes "high fashions" for little girls.

This wee ladies section includes lingerie, sportswear and dyed to match skirt and sweater outfits.

The little lady will find clothes for school and for those wonderful birthday party events.

Every little boy will be dressed like an Ivy-leaguer when he visits Tots Toggery.

He'll find coats, suits and play wear to make him look irresistible to his girl friends.

The store has a gift section featuring clothing and toys for showers and baby presents.

Complete layettes are another feature.

The new store is the second for the Ross's, who began with a store in Canoga Park five years ago.

Singer Sewing Center Stocked With Fabrics

Women always think of themselves as "sewers," but at Singer Sewing Machine in Del Amo, men take care of selling machines!

Store manager Carl Esman and his assistant, John Sharp, demonstrate the machines for prospective buyers.

And can they whip along on those machines.

Demonstrating sewing machines isn't the only thing that they care of in the store, however.

The shop carries eight modern-styled sewing machine models, floor cleaners, vacuums, floor polishers and a complete line of notions.

And of course, you'll find miles and miles of material to make that dress, skirt, blouse or coat.

"Fashion catering" is the theme of the center, and buyer Gilbert Carrillo says, "If we don't have it, we'll get it!"

This sewing center is not like the usual fabric shop, because it stocks the largest and most complete selection Coast.

The customer will find every kind of fabric, from inexpensive cottons to luxurious brocades.

In short, all sewing needs, from 15-cent-a-yard buttons to \$10.98 a yard fabric, are available.

Although the store has been open a few days, Thursday marks the grand opening.

To celebrate the event, Singer is giving away a sewing machine and dress lengths of fabric.

Use classified. DA 5-1515

Suburban Shop Carries Clothing For Subteens, Juniors, Misses

A complete line of junior, misses and subteen clothing for women and girls is carried by the Suburban Shop, which will hold its grand opening Thursday.

The shop, located on the back mall of Del Amo Center, is the third Suburban Shop.

The other two shops are in Reseda and Grand Hills. Owner is Cal Menzer.

Mrs. Irene Pressman, manager of the Del Amo Suburban Shop, has been in clothing business 20 years.

Her previous experience has been as a buyer and she brings this background to the shop to give added service.

The shop is gaily decorated in anticipation of the Christmas holidays.

And red is the tone expressed in most of the cocktail and formal dresses.

Throw in a few gold "snowflakes" and tinsel with the red dresses and the scene is set for the coming season.

The store itself is painted

KNOWLEDGE

A desire of knowledge is the natural feeling of mankind; and every human being, whose mind is not debauched, will be willing to give all that he has to get knowledge—Boswell.

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Tot Toggery

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(ON THE EAST MALL)
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